



28 AUG 1978

MEMORANDUM FOR: Director of Public Affairs  
FROM : John F. Blake  
Deputy Director for Administration  
SUBJECT : "COMMENT" for DDA Exchange

Herb:

1. DDA Exchange is a magazine published quarterly and circulated among all our Directorate careerists in the metropolitan area and other interested Agency employees. Since initiation of the magazine over 2 years ago, many of the senior officials of the Agency have contributed the lead article "Comment." We are indeed pleased that you have agreed to "Comment" in our next issue--October--of DDA Exchange.

2. The choice of subject is left entirely to the discretion of the author. However, may we make a suggestion? The establishment of an active Public Affairs Office in CIA is of comparatively recent date and represents a significant change in the Agency. Your thoughts on the objectives and impact of this, the most recent addition to our organizational family, would be of particular interest to one and all of our readers.

3. For your information, the dummy layout allots four pages to "Comment" consisting of 6 columns for an article of about 1,000 words and 2 columns for the photograph and caption. The editor has requested submission of manuscripts for the October issue on or before 9 September. Material should be sent to the Managing Editor, DDA Exchange, [REDACTED]

/s/ John F. Blake

John F. Blake

Distribution:

- 0 - Adse
- 1 - DDA Subj
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STATINTL ORIG:DDA/MAS [REDACTED]

(25 AUG 78)